

## Arizona County Lodging Indicators: March 2007

	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This month	% change*	This month	% change*	This month	% change*	This month	% change*	This month	% change*
<u>County</u>										
Apache County	54.0%	0.7%	\$63.11	6.6%	\$34.11	7.5%	16,619	2.4%	30,752	1.5%
Cochise County	88.1%	9.4%	\$62.62	6.6%	\$55.17	16.7%	67,892	6.9%	77,066	-2.3%
Coconino County	56.2%	-5.5%	\$71.12	7.2%	\$39.99	1.3%	178,370	-5.3%	317,192	0.2%
Gila County	77.5%	7.6%	\$66.91	7.3%	\$51.89	15.6%	25,843	7.8%	33,325	0.0%
Graham County	86.4%	7.6%	\$70.31	8.3%	\$60.74	16.6%	10,123	7.6%	11,718	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	88.2%	0.1%	\$155.70	8.1%	\$137.35	8.2%	1,411,995	-0.5%	1,600,654	-0.6%
Mohave County	64.8%	-2.8%	\$75.77	9.0%	\$49.11	6.0%	85,456	-0.8%	131,843	2.1%
Navajo County	58.1%	-0.5%	\$54.96	0.8%	\$31.94	0.3%	58,990	-0.4%	101,494	0.0%
Pima County	83.9%	-2.0%	\$124.45	10.0%	\$104.42	7.8%	395,433	-3.8%	471,293	-1.8%
Pinal County	87.5%	2.9%	\$98.52	6.8%	\$86.16	10.0%	39,554	6.2%	45,229	3.2%
Santa Cruz County	81.9%	0.2%	\$72.10	7.5%	\$59.06	7.7%	23,083	0.2%	28,179	0.0%
Yavapai County	75.5%	-1.3%	\$123.66	8.3%	\$93.38	6.8%	106,208	-0.4%	140,647	0.9%
Yuma County	85.1%	0.7%	\$84.00	9.8%	\$71.48	10.6%	70,348	0.7%	82,677	0.0%

	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	YTD	% change*	YTD	% change*	YTD	% change*	YTD	% change*	YTD	% change*
<u>County</u>										
Apache County	47.2%	2.8%	\$61.91	7.6%	\$29.22	10.6%	42,131	4.4%	89,280	1.5%
Cochise County	82.1%	9.6%	\$62.46	7.4%	\$51.29	17.8%	183,732	7.1%	223,740	-2.3%
Coconino County	44.0%	-4.1%	\$66.09	9.0%	\$29.09	4.6%	403,442	-3.8%	916,573	0.2%
Gila County	71.6%	8.3%	\$64.37	8.0%	\$46.12	17.1%	69,316	8.4%	96,750	0.0%
Graham County	84.5%	13.9%	\$70.60	10.6%	\$59.64	25.9%	28,738	13.8%	34,020	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	81.1%	0.0%	\$149.96	9.1%	\$121.69	9.2%	3,767,383	-0.7%	4,642,548	-0.7%
Mohave County	57.1%	-9.5%	\$70.09	9.8%	\$39.99	-0.7%	218,428	-7.7%	382,770	2.1%
Navajo County	52.8%	7.1%	\$54.26	3.3%	\$28.66	10.6%	155,644	7.0%	294,660	0.0%
Pima County	79.2%	0.1%	\$126.07	10.4%	\$99.86	10.6%	1,083,778	-1.7%	1,368,270	-1.8%
Pinal County	82.1%	0.6%	\$93.33	6.0%	\$76.62	6.7%	107,804	3.8%	131,310	3.2%
Santa Cruz County	77.1%	3.1%	\$72.38	8.0%	\$55.84	11.4%	63,116	3.1%	81,810	0.0%
Yavapai County	62.2%	-4.7%	\$109.94	9.8%	\$68.42	4.6%	253,846	-3.8%	407,910	0.9%
Yuma County	87.0%	1.8%	\$83.46	9.8%	\$72.62	11.7%	208,846	1.7%	240,030	0.0%

n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.